

Amendments to the Claims:

1-34. (Canceled)

35. (Currently Amended) An apparatus comprising:
a content manager configured to cause the apparatus to at least:
cause transmission of an indication of a selected content to a network
based device, the selected content being selected from a plurality of content stored
at the network based device;
cause presentment of one or more received locking options for the selected
content;
determine a selection of a locking option from the one or more locking
options, the selected locking option comprising a first selected locking
requirement;
cause transmission of a device identifier of the apparatus;
in response to receipt of the selected content to the apparatus, selectively
locking the selected content pursuant to the first selected locking requirement,
wherein the selected content is presented upon each occurrence of a predefined
condition associated with the selected content until the first selected locking
requirement is met;
determine when the first selected locking requirement is met; and
unlock the selected content when in an instance in which the first selected
locking requirement is determined to have been met, wherein the selected content
is no longer required to be presented upon an occurrence of the predefined
condition.

36. (Currently Amended) A method comprising:
receiving an indication of selected content;
causing presentment of at least a first locking requirement associated with the
selected content to a user device wherein said locking requirement defines a specific
period of time or a specified amount of usage for which the content is locked in at the

user device and required to be presented;

 determining a selection of the at least a first locking requirement;
 receiving a device identifier of the user device; and
 causing, providing, by a network-based device, based at least in part on the received device identifier, the selected content to be provided by a network based device to the user device together with the at least first selected locking requirement to permit the selected content to be presented by the user device upon each occurrence of a predefined condition associated with the selected content until the at least the first selected locking requirement is met.

37. (Previously Presented) The method of Claim 36 further comprising:
 receiving an indication of said at least first selected locking requirement having been met.

38. (Previously Presented) The method as in Claim 37 further comprising:
 providing a reward in response to said indication.

39. (Currently Amended) A method comprising:
 causing transmission of an indication of selected content;
 receiving at least a first locking requirement associated with the selected content at a user device, wherein said locking requirement defines a specific period of time or a specified amount of usage for which the content is locked in the user device and required to be presented;
 determining, by a content manager of the user device, selection of the at least the first selected locking requirement;
 causing transmission of a device identifier of the user device to a network based device;
 receiving said selected content;
 causing storage of said selected content in a memory of the user device; and
 causing, by the content manager of the user device, presentment of the selected

content by the user device upon each occurrence of a predefined condition associated with the selected content until the at least the first selected locking requirement is met[[.]]:

determining when the at least the first selected locking requirement is met; and
unlocking the selected content data in response to determining that the first
selected locking requirement has been met.

40. (Canceled)

41 (Previously Presented) A method as in Claim 39 further comprising:
receiving an indication of a reward.

42. (Previously Presented) An apparatus comprising:
a content manager configured to cause the apparatus to:
cause transmission of an indication of a selected content to a network based device, the selected content being selected from a plurality of content stored at the network based device;
cause presentment of one or more received locking options for the selected content;
determine a selection of a locking option from the one or more locking options, the selected locking option comprising a first selected locking requirement;
cause transmission of a device identifier of the apparatus;
receive the selected content; and
lock in said selected content pursuant to the first locking requirement, wherein the selected content is presented upon each occurrence of a predefined condition associated with the selected content until the first locking requirement is met; and
a memory configured to store a plurality of profiles wherein each profile comprises an identifier indicative of the use of said locked selected content.

43. (Previously Presented) A method comprising:

causing transmission of an indication of a selected content to a network based device, the selected content being selected from a plurality of content stored at the network based device;

receiving at least one locking requirement including a first locking requirement associated with the selected content;

determining, by a content manager of a user device, selection of at least the first locking;

causing transmission of a device identifier of the user device;

receiving said selected content;

causing storage of said selected content in a memory the user device;

operating, by the content manager of the user device, upon the selected content in accordance with the at least the first selected locking requirement by causing presentment of the selected content by the user device upon each occurrence of a predefined condition associated with the selected content until the at least the first selected locking requirement is met;

determining when the first selected locking requirement is met;

causing notification of the network based device or a second network based device when the first selected locking requirement is met; and

causing a reward to be provided to a user.

44. (Previously Presented) The method of Claim 43 further comprising

unlocking, when the first selected locking requirement is met, the selected content data to release the selected content out of the first selected locking requirement.

45. (Previously Presented) The method of Claim 43 wherein the selected content of the plurality of content comprises advertising content and wherein said method further comprises the operation of displaying the advertising content according to the at least the first selected locking requirement.

46. (Previously Presented) The method of Claim 45 wherein the at least the first selected locking requirement defines a manner by which to display the advertising content in human perceptible form.

47. (Previously Presented) The method of Claim 39, wherein the selected content comprises a ring tune advertisement and wherein causing presentment of the selected content by the user device upon each occurrence of a predefined condition associated with the selected content comprises causing presentment by the user device of the selected ring tune advertisement upon each receipt of an incoming call.

48. (New) The apparatus of Claim 35, wherein the content manager is further configured to cause the apparatus to receive an indication of a reward in response to the first selected locking requirement being met.

49. (New) The apparatus of Claim 35, wherein the selected content comprises advertising content, and wherein the advertising content is caused to be displayed upon each occurrence of the predefined condition associated with the selected content until the first selected locking requirement is met.

50. (New) The apparatus of Claim 35, wherein the selected content comprises a ring tune advertisement and the predefined condition comprises receipt of an incoming call, and wherein the ring tune advertisement is presented upon each receipt of an incoming call until the first selected locking requirement is met.

51. (New) The method of Claim 39, wherein the selected content comprises advertising content, and wherein causing presentment of the selected content comprises causing the advertising content to be displayed on a display of the user device upon each occurrence of the predefined condition associated with the selected content until the at least the first selected locking requirement is met.

52. (New) The method of Claim 39, wherein the selected content comprises a ring tune advertisement and the predefined condition comprises receipt of an incoming call, and wherein causing presentment of the selected content comprises causing the ring tune advertisement to be presented upon each receipt of an incoming call until the at least the first selected locking requirement is met.

53. (New) The apparatus of Claim 42, wherein the content manager is further configured to cause the apparatus to receive an indication of a reward in response to the first locking requirement being met.

54. (New) The apparatus of Claim 42, wherein the selected content comprises advertising content, and wherein the advertising content is caused to be displayed upon each occurrence of the predefined condition associated with the selected content until the first locking requirement is met.

55. (New) The apparatus of Claim 42, wherein the selected content comprises a ring tune advertisement and the predefined condition comprises receipt of an incoming call, and wherein the ring tune advertisement is presented upon each receipt of an incoming call until the first locking requirement is met.